

ECONOMIC DEVELOPMENT INITIATIVES RESULTING FROM OMNIBUS RESOLUTION PRIORITIES

LONG VERSION (3-2-18)

▪ AFFORDABLE SPACE

- [Creative Learning Initiative](#): Partnership between City of Austin (COA), Mindpop, and Austin Independent School District. Pilot was launched in fall 2016 to match local arts organizations to provide programming outside of the classroom to AISD facilities in order to create arts-rich learning opportunities, connect neighborhoods to arts experiences, and provide arts performance and office space needs with available school spaces. Currently finalizing contracts between Mindpop and participating arts groups/artists.
- [Arts in Sacred Places](#): COA, Austin Creative Alliance (ACA), and Partners for Sacred Places (Philadelphia, PA) are partnering on an Austin initiative to match artists seeking creative work and performance space with facilities in the local faith-based community wishing to host or facilitate arts production or performances. Training for those offering spaces and also for the artists who are interested in being in those spaces has occurred, and as a follow up to that training, matches are currently being made between those offering the spaces and those artists looking for spaces.
- [Art Space Assistance Program](#) (ASAP): Through the “emergency venue fund” item, exploring new programs/efforts to assist creative spaces and venues with capital improvements, rental or relocation costs, or other avenues to preserve and allow facilities to thrive in place. Released \$200k Art Space Assistance Program in 6/2017, and selection took place in late summer. Contracts have been finalized for the 15 award recipients, and funds are now being disbursed.
- [Cultural Asset Mapping Project \(CAMP\) & Thriving in Place Report](#): Cultural Arts Division (CAD) released the Cultural Asset Mapping Project (CAMP) in February 2018. CAMP identifies cultural assets to inform strategic planning and cross-pollination of creatives, businesses, and resources across the city, in neighborhoods and districts. City of Austin hosted internal and external stakeholder conversations with Matt Kwatinetz, from the New York City Economic Development Corporation, in summer of 2016 to discuss best practices and innovative creative space financing and development models working around the country; he is also a consultant for the CAD Cultural Asset Mapping Project contributing economic development strategies and typologies as cultural planning tools based on data collected during the project. The CAMP final report, including “Thriving in Place,” which includes policy recommendations for creative space, was released in late February 2018 to City Council and is available on the CAD website.

▪ AGENT OF CHANGE PRINCIPLE

- The Music & Entertainment Division (MED) has reconvened a working group of stakeholders including venue owners, hotels, residential communities, neighborhood groups, and City departments to complete a second draft of the Agent of Change Policy for consideration in Spring/Summer 2018.

▪ CULTURAL TOURISM

- [Citywide Day of the Dead Celebration](#): Contributed substantial promotional support to the 2017 Citywide Day of the Dead celebration.
- [Cultural Tourism Plan](#): Meeting regularly with an interdepartmental implementation team to implement annual Cultural Tourism plan activities. The Economic Development Department (EDD) has drafted a solicitation to issue in 2018 for procuring consultant services to produce a marketing campaign to promote local arts, music, and creativity.
- [Daybird Local Live Music Series](#): In partnership with Visit Austin, this program aimed to promote and create live music experiences during earlier hours for visitors and locals alike. Took place in music venues between 1 p.m. and 5 p.m. every Saturday in June 2017.
- Creative services assistance to brand and market in Austin: *Draft In Development*
- [FotoATX](#) and [Our World Music Concert](#) Programs from Austin Parks and Recreation Department

- [Love Austin Music Month](#): The City of Austin Music and Entertainment Division teamed up with KUTX and the Austin Music Foundation to declare February 2017 “Love Austin Music Month”.
- National & International Arts Conferences in Austin, [Dance USA](#), [Americans for the Arts’ 2016 National Arts Marketing Project](#), and [National Performance Network / Visual Arts Network](#): Showcased local arts spaces and artist groups to a national audience at three large national/international arts conferences hosted in Austin, broadening awareness, building reputation, and making peer and audience connections to market Austin artists and performers outside of the city, region, state, and nation.
- [UNESCO Media Arts Showcase](#) at SXSW 2018: Developed the UNESCO Media Arts Showcase at SXSW, comprised of a mini-exhibition of media art installations and a companion panel discussion highlighting the global initiatives of the UNESCO (United Nations Educational, Scientific and Cultural Organization) Creative Cities Network, of which Austin is a member.

▪ **ENTERTAINMENT LICENSE**

- MED convened variety of stakeholders including venues, COA code authorities, and the public in 2017 to gather feedback and offer presentations; the final policy draft was put on hold until more data was collected, including the effect of adding additional resources to the Entertainment Services Group.

▪ **INCENTIVES, TOOLS AND LOANS**

- [Economic Development Corporation & Chapter 380 Revision](#): Designed to help leverage public-private partnerships to assist with creative structuring and financing of development projects to procure long term affordable space for the creative industry. Investigating a path forward to create an Economic Development Corporation, designed to help leverage public-private partnerships to assist with creative structuring and financing of development projects. With the release of the “Thriving in Place” CAMP Report, the Economic Development Department is integrating arts-led/arts-inclusive development policy in the recommendations that will be presented to City Council in March on the Chapter 380 Revision. These recommendations are intended to frame the conversation around what public benefits the City could support through incentives, tools, and loans.
- [Faces of Austin](#): Revived Faces of Austin program for local filmmakers; increased honoraria for selected films and Judge’s Choice winner; world premiered at SXSW in March 2017 with additional viewings on ATXN throughout the year and on austincreates.com, is continuing in March 2018 with showcase scheduled for March 10 at 11 am at Austin Film Society Cinema.
- [Fashion Incubator](#) Development of Fashion Incubator with Austin Community College to assist members of the fashion sector with various resources; Incubator currently in final stages of being developed with ACC.
- [Music Venue Loan Program](#) (part of current Chapter 380 offerings): Supports music and nightlife by reducing sound impacts for nearby residents and helping to preserve live music venues. This program offers low-interest micro-loans to entertainment establishments for the purpose of sound mitigation, and to live music venues for capital improvements that are revenue generating or help expand programming. Working with Global Expansion Division to expand scope as part of the Chapter 380 revision.
- [UNESCO Annual Meeting of Creative Cities](#) (2017) and UNESCO Media Arts Creative Cities Network Policy Forum (2017): Artwork by local artist Clay Odom was included in the Data City Exhibition in conjunction with the 2017 UNESCO Annual Meeting of Creative Cities, and sent artwork by Vurv Collective to Gwangju, South Korea in November 2017 for meeting of Media Arts cities (Austin holds the designation of “City of Media Arts”); convened a community steering committee for input and structure of public-private partnering to support the designation.

■ LAND USE REGULATIONS

EDD has put forward specific recommendations to CodeNEXT to facilitate cultural, creative, music and arts spaces throughout Austin, including:

- Recommendation #1: Expand “Performance Venue/Theater” Use within Main Street Zones.
- Recommendation #2: Include “Performance Venue/Theater” and “Live Music Venue” in General Terms and Phrases (Section 23-2M-1030) as “Pedestrian Oriented Uses”.
- Recommendation #3: Define “Cultural Uses” and “Live Music Venue” community benefits within the Downtown Density Bonus Program to better represent the arts, creative, and music sectors in Austin.
- Recommendation #4: Create “Live Music Venue” as a term and land use distinct from bar/night club. - Music Commission Action to Recommend (January 01/08/2018)

■ PERMITTING AND LICENSING

[ATX Nightlife Initiative](#): The Entertainment Services Group supports, manages and enhances live music and nightlife in Austin. The group works on policy development and planning for nightlife and entertainment to support both the long-term viability and sustainability of our entertainment venues and districts, and residential quality of life. We serve as an advocate and resource for music venues and nightlife establishments, administer and monitor sound permits, and act as a liaison between the nightlife industry, City staff, and residents.

Programs include:

- [Musician Loading/Unloading](#): The Austin Transportation Department works with the Economic Development Music Office and local venues to distribute permits allowing performers to load and unload in designated Musician Loading/Unloading zones.
- Night and Weekend Staff
- Ombudsman: Serves as a single point of contact and resource for nightlife establishments and music venues regarding City operating, permitting, and code enforcement requirements and acts as a liaison between venues and City Departments.
- [Outdoor Music Venue Permits](#): Outdoor Music Venue (OMV) Permits are issued to outdoor live music venues for annual amplified sound. Apply for an OMV Permit [HERE](#).
- [Red River Cultural District](#): This is an entertainment district in Downtown Austin that runs along the 600–900 blocks of Red River Street. The Austin City Council approved a resolution creating the district on October 17, 2013. In January 2017, City Council approved the Red River Pilot Program to extend the number of hours the Red River Cultural District outdoor music venues can play amplified music.
- [Red River Extended Hours Pilot Program](#): In January 2017, City Council approved a temporary pilot program to extend the number of hours the Red River Cultural District outdoor music venues can play amplified music. The Red River Cultural District music venues are important to the local culture and live music industry, but rising property values and rents are making it challenging for them to remain viable. Through the pilot program, MED staff are collecting economic, crime, and sound data to determine the impact of extended hours of live music for venues, local musicians and the public. The pilot program initially extended sound permit hours for five outdoor venues in the Red River District from May 1, 2017 until November 1, 2017. City Council then extended the pilot an additional 6 months through May 1, 2018.
- [Sound Impact Evaluations & Plans](#): After receiving a permit application, MED conducts a Sound Impact Evaluation, which includes on-site inspections and sound measurements, discussions with nearby residents and business owners, and additional research to assess potential impacts. Based on the evaluation, MED creates a Sound Impact Plan recommending approval (with possible restrictions) or

denial of the application. If necessary to protect public health and safety, the division may recommend limits on attendance and capacity and more restrictive decibel limits and hours of operation.

- Sound Monitoring and Management Solutions
- Venue Summits: Summits are held twice a year to maintain communication between Austin's entertainment and live music venues and the City. These events are a forum to discuss City permitting and operating requirements, policy development, planning and emerging issues for live music and nightlife in Austin.

▪ MUSIC GENRE DEVELOPMENT

- [Music Friendly Community collaboration with Texas Music Office](#): Austin has been named a 'Music Friendly Community' in the State of Texas. Participation in the Texas Music Office's "Music Friendly Community" program provides Texas communities with a network for fostering music industry development, and sends a clear message to industry professionals that certified communities are serious about attracting and developing music industry growth.
- [Music Industry Directory collaboration with Texas Music Office](#): In 2017, a MOU was signed between MED and The Office of the Governor's Texas Music Office, confirming that MED will maintain and promote Austin's portion of the directory. The Texas Music Office created the Directory to list music businesses of all kinds, from commercial music, to education, to tour services. The listing serves as a crucial industry asset, connecting members to cultivate a stronger Austin music community.
- [ScoreMore Panel Series](#): A partnership between MED and the ScoreMore Shows promotional network offering dynamic panel style programming for college-age audience to inform them on careers and expectations within the music industry. Past panelists have represented Margin Walker Presents, I Heart Media, Front Gate Tickets, Orb Recording Studio, and more.
- [Sector Summits](#): These summits ensure better communication and collaboration among industry members and the City of Austin. Sectors convened so far include: Booking Agents: Dec. 8, 2016; Managers: Feb. 23, 2017; Audio Engineers: April 27, 2017; Record Distributors: June 26, 2017; Recording Studios: August 31, 2017; Record Producers: September 28, 2017; and, Creative Non-Profits: November 3, 2017.

▪ PROFESSIONAL DEVELOPMENT

- Cultural Arts:
 - [Artist-in-Residence Program](#): EDD has partnered with the Innovation Office to launch COA's first artist-in-residence program, with the first participating department, Watershed Protection Department, to embed a local artist into the workings of City government to encourage creative problem-solving and civic engagement. Rehab El Sadek was selected and her residency is in progress.
 - [Capacity Building Funding Program](#): Through a competitive application process, CAD awards funding to applicants for skill building, organizational capacity, board governance, tech development, guest speakers/consultants, etc. Now in its third year, applications are open to the community.
 - [Get Noticed! PR & Marketing for ATX Creatives](#): This three-part workshop series covers the ins and outs of PR and marketing for local artists across disciplines.
 - [LaunchPAD program](#): Art in Public Places selects emerging artists to gain skills and experience in public art through "apprenticing" with an established public artists on commissions over \$100,000; initiated in late 2016 and currently ongoing.
 - [Professional Development Workshops](#): Recurring revenue and career development workshops, lectures, and panel discussions.

- [TEMPO Program](#): Now in its fifth year, Art in Public Places selects emerging artists to gain skills and experience in public art through commissions for temporary public art.
- Music & Entertainment:
 - [ATXMusic Talks](#): These Facebook Live panel discussions are a forum to foster discussion about important aspects of Austin's live music industry. Topics include: Increasing Your Fan Base, Alternative Revenue Opportunities, Networking, and Touring. ATXMusic Talks are held monthly and can be viewed on Facebook Live @ATXMusic Office.
 - Workforce Development & Continuing Education for Musicians: *In development* MED is currently securing a contract to develop a workforce development and training curriculum, as well as classes to address the educational and professional development gaps identified in the Austin Music Census.
- Small Business Program (SBP):
 - [Artist Career Training](#) (ACT): An 8-week, intensive professional development series now in its third year. The most recent class of 24 "graduated" in fall 2016. 98 artists have successfully completed the Artist INC from 2014-2017. The Small Business Program then launch a new professional development program to build better business skills and fit the needs of our local artists. Artist Career Training or ACT, which has moved Artist INC in-house, will be launched in the spring of 2018 with a selected cohort of 24.
 - [Biz Aid Orientation Class](#): Artists are invited to attend the SBP's free Biz Aid orientation class to get started on their business. SBP also launch BizAid for Creatives in May 2017, this class is taught by the artist career coach and explains all of EDD and community partner support services and opportunities to creatives in addition to what BizAid offers. Staff will offer 4 BizAid for creatives workshops November-December and promote the new professional development program, Artist Career Training.
 - [Career Coaching](#): SBP has an artist career coach (business information specialist) on staff available for ongoing mentoring and career advice.
 - [Community Engagement](#): SBP regularly has a presence at artist-run events with an information booth. Upcoming events include Keep Austin Creating at the Austin School of Film, Generous Art Professional Development Expo and the People's Gallery Opening Reception.
 - [Educational workshops](#): Educational workshops specifically for creative entrepreneurs during the Small Business Festival in May. The first Exploring Entrepreneurship for Creatives: BIG IDEAS took place at the Mexican American Cultural Center on July 27, 2017. The panel consisted of three Texas artists who brought massive concepts to fruition that had a profound impact on their career and community. The Small Business Program will offer future creative industry specific panels in 2018.
 - [Getting Connected: Business Education Conference](#): Full-day of entrepreneurial resources, networking, and business skill training. Getting Connected is now in its eleventh year and presented its second full day of education specifically tailored for artists and the creative industry in summer 2016. Now re-tooling Getting Connected for 2018.

▪ REVENUE DEVELOPMENT

- ATX Musician Compensation Initiative: MED has instituted the following programs and pilots to compensate local musicians for performances and song use:
 - Artist-In-Residence Hotel Series: *In development* In coordination with CAD, investigating the option of artist-in-residence series at local hotels (with potential pilot with Four Seasons Hotel) to expand opportunities for revenue for local artists and musicians.
 - [ATX Music Licensing](#): The City pays for licenses in accordance with industry standards and regular license agreements. Licenses pay for music included in Music on Hold, ATXN, AIBA, libraries, etc.

The Division is currently creating a Standard Operating Procedure hand book for both booking live music and licensing music for all City departments to reference year-round.

Music Utilized by Local Businesses: License Austin Music Project is a “buy local” strategy that seeks to retain commercial music licensing revenues for local musicians and composers that would otherwise leave the city.

- [DipJar Pilot Program](#): *In development* MED is working with [DipJar](#) and the Austin Music Venue Alliance to create a tipping program for Austin musicians, resulting in additional revenue on top of guarantees. Announcing in March 2018.
- [MED Pilot Program for Green Water Redevelopment](#): MED is launching the Music & Entertainment Pilot Program through private developer funds earmarked for Block 23 music inclusion starting in March 2018. The one time fund of \$150,000 will pay guarantees to ATX musicians to busk at certain points surrounding the Block 23 development, drawing downtown visitors to newly opened public spaces and buildings in the area. The Pilot aims to establish best practices for expanding the program to additional key areas in the city.
- Creative Space & Nightlife Development Guides: *In development* MED and CAD staff are working across divisions to develop a Creative Space Development Guide. Many music and arts businesses have been threatened with having to close due to unforeseen costs related to city code and permit issues. Staff are collecting information from arts businesses, city staff, and are using examples of similar guides produced by the cities of Seattle and San Francisco to build a guide for Austin artists.
- Live Music Venue Best Practice Guide: *In development* Provides framework for music venue to follow for successful outcomes.